

USIA SURVEY

Memorandum of Meeting of 14 May 1954  
Department of State, 2:30 to 4:00 P. M.

Members of Survey: Mr. James Q. Reber, CIA  
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Observers:

USIA Mr. Henry Loomis, SA/Dir  
Mr. Lewis M. Nixon, IRI/R

State Mr. Fisher Howe, Deputy Special Assistant,  
Intelligence  
Mr. Jesse MacKnight, P  
Mr. George W. Jaeger, P  
Mr. Coulter D. Huyler, P  
Mr. Russell L. Riley, IES/P  
Mr. Philip Raine, ARA/P  
Mr. Herbert A. Fierst, UNA  
Mr. Henry B. Cox, EUR/P  
Miss Selma Freedman, E  
Mr. Walter K. Schwinn, P  
Mr. John L. Stegmaler, FE/P  
Mr. John Bovey, NEA/P

OCB Mr. Neilson C. Debevoise

P Function.

1. Mr. Schwinn and the public affairs officers in the Bureaus outlined the P functions as follows:

- a. To advise USIA as to U. S. foreign policy;
- b. To advise USIA on both the administrative and substantive aspects of their program.

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- c. To review PAO assignments;
- d. To conduct information program relationships with foreign governments;
- e. To perform the domestic Public Affairs function for State;
- f. To lead the support of USUN, normally by chairing OCB working groups, in the propaganda field;
- g. To serve, by reason of OCB's major function - psychological warfare - as the department area responsible for OCB relationships. Mr. Radius manages this relationship as the representative of Under Secretary Smith.
- h. The public affairs officers in the Bureaus bring their knowledge of public opinions to bear on the making of foreign policy.

(A functional statement of the P area is contained in the letter from Assistant Secretary Wailes to Under Secretary Lowery dated September 1, 1953 separating the P functions following the independence of USIA.)

#### Availability of Intelligence Polls.

2. Mr. Howe undertook to ascertain whether there are arrangements for intelligence to obtain the results of indigenous polls (including foreign contractors of U.S. pollsters).

#### Comments on Intelligence Needs of the P Area

1. They are in the main not different from those of the rest of the department.

2. Specific criticisms of those present regarding the statement of USIA intelligence needs have been set forth in separate memoranda submitted to the survey team through Mr. MacKnight. In general it was believed such intelligence would also be useful to the P area.

3. Appraisals of opinion trends in foreign countries would be very useful--such appraisals should include all opinion indicators, not just editorial opinions. Analyses of the causes of such trends are also important.

4. The form in which intelligence is presented is a considerable factor in its utility. Brevity is encouraged. Oral briefings are frequent and routine. Close relations between the policy and intelligence officers have proved to be most fruitful in making intelligence timely and tailored to policy needs.